

File  
February 6, 1961

# fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader... Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, FEBRUARY 4, 1961</u>			
Thursday Feb. 2 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING ITALIAN SHOES Ohrbach's will present their Spring collection of Finezza handmade Italian shoes. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR
Thursday Feb. 2 3:30 P.M.	PREVIEW: SUMMER COLLECTION By invitation. Beginning Tues., Feb. 7, continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Feb. 2 3:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview at 3:30 P.M., by invitation. Showings thereafter Feb. 7, 8, 14, 15 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL; WILEY PETITES	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday Feb. 2	SHOWING SPRING-RESORT PANTS COLLECTION Showing of the Jack Junior collection of Spring-Resort pants and color-cued tops, by Jack Winter. Contact: Happie Reilly, WI. 7-1454.	JACK WINTER, INC., (JACK JUNIOR)	1410 BROADWAY SHOWROOM - 15TH FLOOR
Thursday Feb. 2 - Feb. 17	EXHIBITION: "DESIGN PERIOD OF AGES" The Nat'l Society of Interior Designers will sponsor an exhibition, featuring interior designers' decorative fabrics in still-life vignettes. Open to public. Publicity: Ted Materna Assoc., PL. 3-3240.	NATIONAL DESIGN CENTER	415 EAST 53RD STREET
Friday Feb. 3 9:15 A.M. Breakfast	PREVIEW OF SUMMER COLLECTION Mignon will present their Summer collection to press and resident buyers. Showing at 9:45 A.M. By invitation. Thereafter, Feb. 6, 8, 10, 13, 15 at 11:30. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 3 9:30 A.M. Breakfast	PREMIERE PREVIEW: CHILDREN'S FASHIONS Premiere showing of "Little Miss Best" children's Spring fashions. By invitation. Publicity: Anne Harmon, PL. 9-2000.	BEST & CO.	13TH FLOOR LOUNGE
Friday Feb. 3 10:30 A.M.	PREVIEW: SUMMER COLLECTION Preview of Summer cocktail and evening fashions. By invitation. Showings thereafter Feb. 8, 9, 14, 15, 16 at 9:30 A.M. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday Feb. 3 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Beginning Mon., Feb. 6 - 9 and 13 - 16 daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Saturday Feb. 4	SUMMER CALIFORNIA FASHIONS	MAXWELL SHIEFF (BEVERLY HILLS, CAL.)	SAVOY-HILTON HOTEL
	Daytime, evening and cocktail fashions designed by Maxwell Shieff. By appointment. Publicity: Eve Siegel, MU. 8-4598.		

WEEK BEGINNING SUNDAY, FEBRUARY 5, 1961

Sunday Feb. 5	LEATHER FASHIONS DURING BRUNCH	SAMUEL ROBERT, INC. (1407 BROADWAY)	HAMPSHIRE HOUSE FOUNTAIN ROOM
1:00 P.M. Brunch	Showing Samuel Robert's collection of leather fashions, available at Bonwit Teller. Hats--Chanda. Shoes--Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.		

READY-TO-WEAR TIME TABLE, BEGINNING FEB. 6 ("O" REFERS TO OPENING, "P" PREVIEW)  
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, FEB. 6</u>	<u>TUESDAY, FEB. 7</u>	<u>WEDNESDAY, FEB. 8</u>	<u>THURSDAY, FEB. 9</u>
9:30 A.M.		Cameo Evening -- Five Thirty P.M. Nathan & Strong Harold Levine	Cameo Evening-- Five Thirty P.M. Nathan & Strong Modern Couture Harold Levine
10:00	Ben Reig (O)	Ben Reig	
10:30 David Crystal Leonard Arkin (O)	David Crystal Leonard Arkin Rudolf Gowns (O) Jane Derby (O) Pattullo-Jo Copeland Herbert Sondheim(O) Seymour Jacobson(O)	David Crystal Leonard Arkin Tina Leser(P) Edward Abbott- Wilson Folmar Lloyd Weill	Rudolf Gowns Jane Derby Herbert Sondheim Seymour Jacobson Tina Leser Edward Abbott- Wilson Folmar
11:00	Lloyd Weill	Heiser Sportswear(P) Majestic Specialties(O) N.S. Juniors (O)	N.S. Juniors
11:30 Andrew Arkin(O) Gross-Sydney Mignon(O)	Andrew Arkin Gross-Sydney	Andrew Arkin Gross-Sydney Mignon Abe Schrader(P)	Gross-Sydney
12:00 Mollie Parnis(O) Lee Claire	Mollie Parnis Lee Claire Estevez(P) Alison(O)	Mollie Parnis Lee Claire Estevez Paul Blumenstein(O)	Lee Claire Estevez Alison Countess Alexander
	(continued on following page)		-2-



READY-TO-WEAR TIME TABLE (continued from preceding page)

<u>MONDAY, FEB. 6</u>	<u>TUESDAY, FEB. 7</u>	<u>WEDNESDAY, FEB. 8</u>	<u>THURSDAY, FEB. 9</u>
12:30 Nat Kaplan(P)			
1:00 Hannah Troy(O)	Hannah Troy Mr. Mort Dresses(O) Jr. Sophisticates(O) Harvey Berin(O)	Hannah Troy Mr. Mort Dresses Jr. Sophisticates Guy D (O) Teal Traina(O) Harvey Berin	Jr. Sophisticates Guy D Teal Traina Harvey Berin
1:15 Gothe (O)	Gothe	Gothe	Nat Kaplan
1:30		Highlight(O)	Highlight
2:00	Rappi(O)	Rappi Mam'selle(P)	Rappi Mam'selle
2:15	Paul Parnes(O)	Paul Parnes	
2:30 Martini Designed; Miss Martini Branell(O) Maurice Rentner(O)	Martini Designed; Miss Martini Branell Robert Sloan(P) Jamison(P) Larry Aldrich(O)	Branell Majestic Jamison Larry Aldrich	Martini Designed; Miss Martini Branell  Jamison Larry Aldrich
2:30 Hayette (Juniors)	Hayette (Juniors)	Ira Rentner(O) Hayette (Juniors) Ceil Chapman	Ira Rentner  Ceil Chapman Mort Schrader(P) Dan Keller(P) Trigere
3:00	Margot(O) Anne Fogarty--(O) "Special Editions"	Margot Anne Fogarty-- "Special Editions" Arkay Jrs.(O)	Anne Fogarty-- "Special Editions" Arkay Jrs.
4:00 Samuel Winston(O) Junior Accent(O) Townley(P)	Ceil Chapman(O) Townley	Richard Cole(O)	Samuel Winston Harmay(O) Townley David Hart(O)
5:00 Edward-Abbott- Wilson Folmar(P)	Trigere(O)		Arnold & Fox(O)

Monday Feb. 6      OPENING OF SUMMER COLLECTION      LEONARD ARKIN;  
ANDREW ARKIN      530 SEVENTH AVENUE  
SHOWROOM - 6TH FLOOR  
10:30 A.M.; Showing daily Monday through Wednesday--Leonard Arkin at 10:30 A.M.;  
11:30 A.M. Andrew Arkin at 11:30 A.M. Contact: WI. 7-5324.

Monday Feb. 6      OPENING OF SUMMER DRESS COLLECTION      PARNIS-LIVINGSTON      530 SEVENTH AVENUE  
SHOWROOM - 18TH FLOOR  
12:00 Noon Designed by Mollie Parnis, Feb. 6, 7, 8, 14, 15, 16 at 12:00 Noon. By invitation and reservation. Contact: Lou Scobell, BR. 9-5012.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 6 1:00 P.M.	OPENING: SUMMER COLLECTION Showing of Hannah Troy's Summer collection on Feb. 6, 7, 8, 14, 15, at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 6, 7, 8 at 1:15 P.M. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Feb. 6 2:30 P.M.	PREVIEW OF SUMMER COLLECTIONS Summer collection of Sylvan Rich for Martini Designed and premiere showing of Jerry Parnis for Miss Martini. By invitation. Thereafter Feb. 7, 9, 14, 16 at 2:30 P.M. By reservation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Feb. 6 2:30 P.M.	SUMMER OPENING: DRESS COLLECTION Showings Feb. 6, 8, 14, 15, 16 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Feb. 6 2:30 P.M.	OPENING: SUMMER COLLECTION By invitation. Daily except Friday at 2:30 P.M. until Feb. 16. Contact: PE. 6-6983.	BRANELL	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Feb. 6 4:00 P.M.	OPENING: JUNIOR SUMMER COLLECTION Junior Accent's Summer collection, Feb. 6 and 13 at 4:00 P.M. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Feb. 6 5:00 P.M. Cocktails	SUMMER COCKTAIL & EVENING FASHIONS Preview of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. Thereafter, Feb. 8, 9, 14, 15, 16, 17 at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday Feb. 6	OPENING OF SUMMER JUNIOR COLLECTION Informal modeling of junior Summer dresses and sportswear. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Monday Feb. 6	OPENING: SUMMER DRESS COLLECTION Klein & Blaikie's Summer dress collection at continuous daily showings. Contact: Alfred Blaikie, BR. 9-7580.	KLEIN & BLAIKIE, INC.	498 6th 525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday Feb. 6	OPENING OF SUMMER COLLECTION By appointment only. Contact: CI. 6-8226. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	SCAASI	26 WEST 57TH STREET SALON
Beginning Monday Feb. 6	OPENING: SPRING AND SUMMER COLLECTION Spring-Summer couture collection of after-five fashions, designed by Carmona. Daily showings, Feb. 6 - 24, from 10:00 A.M. to 6:00 P.M., by appointment. Contact: CO. 5-0320.	DOUGLAS & CARMONA	50 WEST 57TH STREET SHOWROOM - 6TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 6	OPENING: SUMMER COLLECTION Informal showings, by appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 7 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING MILLINERY Arnold Constable's Spring millinery preview for the press. <u>Showing at 9:45 A.M.</u> By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Tuesday Feb. 7 10:30 A.M.	OPENING: SUMMER COLLECTION Herbert Sondheim's Summer collection designed by Sara Ripault. Thereafter Tues., Wed., Thurs., at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings at 10:30 A.M., Feb. 7, 9, 14, 16. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing at 10:30 A.M., Feb. 7, 9, 14, 16, 21, 23. By appointment. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 7 12:00 Noon	PRESS PREVIEW: SUMMER COLLECTION By invitation. Thereafter showings Feb. 8 - 10 and Feb. 13 - 17, 20 - 22, by appointment. Contact: Ruth McLoughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 7 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Alison will present their Summer collection, designed by Lucel, by invitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 7 12:30 P.M. Luncheon	PREVIEW OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By invitation. Showings thereafter, Feb. 9, 13, 15, 17, 20, 23 at 1:15 P.M. By reservation. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 7; Feb. 8 1:00 P.M.	OPENING: SUMMER DRESS COLLECTION The Mr. Mort Summer junior dress collection, designed by Lee Evans. By admission card only. Contact: Grace Alpern, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 1:00 P.M.	OPENING: SUMMER COLLECTION Showings at 1:00 P.M., daily except Friday. Contact: PE. 6-0206.	HARVEY BERIN LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 7 1:00 P.M.	OPENING OF JUNIOR DRESS COLLECTION Junior dresses, designed by Anne Klein, Tues., Wed., Thurs., at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 7 2:00 P.M	OPENING: SUMMER COLLECTION Showings Feb. 7, 8, 9, 14, 15, 16. Contact: LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 7 2:30 P.M.	PREVIEW: SUMMER SPORTSWEAR COLLECTION Robert Sloan will present his Summer collection of sportswear, playclothes, dresses, designed by Sylvia deGay. By invitation. Publicity: Margaret Hodge, 101 West 50th Street, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 7 2:30 P.M	PREVIEW: SUMMER COLLECTION Summer collection designed by Peggy Thayer. For press and buyers by invitation. Thereafter daily except Friday at 2:30 P.M., by reservation. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 7; 8 3:00 P.M.	OPENING: SUMMER MISSES COLLECTION Misses collection Feb. 7 and 8 at 3:00. Contact: LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 7 3:00 P.M	OPENING: SUMMER COLLECTION Showings of Summer collection designed by Anne Fogarty. Thereafter, Feb. 8, 9, 13, 15 at 3:00 P.M. Contact: WI. 7-5324.	ANNE FOGARTY "SPECIAL EDITIONS"	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER COLLECTION "Field and Paddock"--preview of Summer collection. By invitation. Continuous thereafter in showroom. Contact: OX. 5-4270.	McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 7 5:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 9, 15, 16 at 2:30; and Feb. 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Joan Leslie's Summer collection at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 7	OPENING: SUMMER COLLECTION Informal showings of Summer collection. By appointment. Contact: Terry Parker or Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Tuesday Feb. 7	OPENING: JUNIOR SUMMER DRESSES Parklane Junior daytime dresses and Parklane Debs afternoon and cocktail dresses. Continuous daily. Contact: Ruth Elsinger, WI. 7-0430.	PARKLANE JUNIORS; PARKLANE DEBS	1400 BROADWAY SHOWROOM - 28TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8 9:30 A.M. Breakfast	OPENING OF SUMMER COLLECTION Harold Levine (formerly David Levine Co.) will present their Summer collection Feb. 8, 9, 14, 15, 16 at 9:30 A.M. By invitation. Contact: Ann Hollander or Harold Levine, LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 8 10:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER SPORTSWEAR "Ghana Collection" and free form ideas for Summer sportswear. Preview for trade Thurs., Feb. 9 at 10:30 A.M. By invitation. Thereafter at 2:30 P.M. Contact: LO. 5-7514.	TINA LESER, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 8 11:00 A.M.	PREVIEW: SUMMER SPORTSWEAR FASHIONS Heiser will present their Summer collection of dresses and playclothes designed by Silvano of Roma. Contact: Miss Rose, LO. 3-1534.	HEISER SPORTSWEAR, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 8 11:00 A.M.; 2:30 P.M.	PREVIEW OF SUMMER SEPARATES Preview for press and buying offices of color coordinated separates. By invitation. Continuous thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Feb. 8 11:30 A.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION Preview at 11:30 A.M., by invitation. Showings thereafter Feb. 14, 15, 16 at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Feb. 8 12:00 Noon	OPENING: SUMMER DRESS COLLECTION Paul Blumenstein's Summer dress and costume collection, designed by Edward Beckham. By invitation. Showings thereafter Wednesdays at 12:00 Noon. Contact: Myra de Francesca, WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Feb. 8; Feb. 9 1:00 P.M.	OPENING OF SUMMER COLLECTION Guy D will present his junior Summer collection designed by Earl Bonuam, Feb. 8 and 9 at 1:00 P.M. By invitation. Publicity: Dorothy McCauley, LO. 4-3913.	GUY D	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 8, 9, 13, 14, 15, 20, 21 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Feb. 8 2:00 P.M.	PREVIEW OF SUMMER JUNIOR COLLECTION Designed by Betty Carol. By invitation daily except Fri., at 2:00 P.M. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 8 2:30 P.M.	PREVIEW: SPRING- SUMMER COLLECTION Eleanora Garnett's Spring-Summer custom-made and ready-to-wear collection. For press and customers, by invitation. Contact: Helen Davis, EL. 5-5275.	ELEANORA GARNETT, LTD.	47 EAST 51ST STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8 2:30 P.M.	OPENING: SUMMER COLLECTION Showing of petite dresses, suits and costumes Feb. 8, 9, 14, 15, 16 at 2:30 P.M. Contact: Frances Straus, LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Feb. 8 4:00 P.M.	OPENING: SUMMER JUNIOR COLLECTION Showing Feb. 8 and 9 at 4:00 P.M. Contact: LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Feb. 8 4:00 P.M.	OPENING OF SUMMER COLLECTION Summer collection, by reservation. Contact: Showroom, OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Feb. 8 5:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF REPRODUCTIONS OF ICONS Ellen Blume's famous reproductions of authentic icons, 11th - 15th centuries, plus a group of modern portraits using the same techniques. By invitation. Publicity: Ruth Hammer Associates, CI. 7-1100, Ext. 345.	HENRI BENDEL	10 WEST 57TH STREET GIFT SHOP
Beginning Wednesday Feb. 8	OPENING: SUMMER COLLECTION Daily showings of Summer collection. Contact: CH. 4-8344.	"INGENUE FASHIONS, INC. (BY BILL PARNES)	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Feb. 9 9:45 A.M. Coffee	PRESS PREVIEW OF SPRING SHOE COLLECTION Preview of Spring shoes. By invitation. (For release, Mon., Feb. 13.) Publicity: Margot Infantino, LO. 4-3300, Ext. 6113.	GIMBELS	4TH FLOOR AUDITORIUM
Thursday Feb. 9 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection at a preview for press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET S. UN
Thursday Feb. 9 12:00 Noon Luncheon	PREVIEW: COUTURE SUMMER FASHIONS Daytime, cocktail and evening fashions for press and buyers. By invitation. Thereafter showing Feb. 14, 15, 22 at 12:00 Noon, by reservation. Contact: Joan Baron, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 9 12:00 Noon Luncheon	BENEFIT SHOWING OF FASHIONS BY SOPHIE Fashion show by Sophie of Saks Fifth Avenue to secure rummage for sale at Thrift Shop. Proceeds from sale will benefit patients at Memorial Hospital. Price: \$8.50. Contact: Mrs. Harry Rafter, TR. 9-3000.	THRIFT SHOP & MEMORIAL HOSPITAL	WALDORF-ASTORIA GRAND BALLROOM
Thursday Feb. 9 12:00 Noon Luncheon	REPORT ON HOME FURNISHINGS MARKETS "A Market Sketchbook"--specially edited report on what was important at the home furnishings markets, with on-the-spot sketches by Arthur Norgren, "H.F.D." Art Director. Speaker: Vera Hahn, "Home Furnishings Daily." Prices: \$6.50, members; \$7.50 guests. Contact: Josephine Brush, TE.8-5133.	NAT'L HOME FASHIONS (767 LEX. AVE.)	HOTEL PIERRE GRAND BALLROOM
Thursday Feb. 9 2:30 P.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION For press and buyers, by invitation. Continuous daily showings thereafter. Contact: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 9 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Dan Keller's collection of Summer dresses and ensembles designed by Patrick Porter. By invitation. Continuous thereafter. Publicity: Margaret Hodge, LT. 1-3260.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 9 2:30 P.M.	SPRING-SUMMER DRESS COLLECTION Spring-Summer dress collection at 2:30 P.M., daily. Mornings by appointment. Contact: Helene Schenks, EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
Thursday Feb. 9 4:00 P.M.	AFTERNOON AND COCKTAIL DRESSES David Hart's Summer collection of afternoon and cocktail dresses at 4:00 P.M. By invitation. Also, Feb. 14, 15 at 10:00 A.M. Contact: OX. 5-2910.	DAVID HART, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 9 4:00 P.M.	OPENING OF SUMMER COLLECTION Summer collection of dresses, costumes and suits, Feb. 9, 13, 15 at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th St., PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday Feb. 9 5:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview of Summer collection designed by Kasper for Arnold & Fox. Showing also Feb. 14 at 5:00 P.M. By reservation. Contact: Bob Kramer, CH. 4-3914.	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Thursday Feb. 9	OPENING: SUMMER DRESSES Continuous showings of Summer dress collection, designed by Shannon Rodgers. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Thursday Feb. 9	OPENING: CALIFORNIA SUMMER COLLECTION Travilla will present his Summer Collection by appointment. Contact: EL. 5-2600.	TRAVILLA (853 N. La Cienega, L.A.)	SAVOY-HILTON HOTEL
Friday Feb. 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview of Adele Simpson's Summer collection at 9:30 A.M. By invitation. Thereafter, Feb. 14, 15, 16, 21, 23 at 10:00 A.M., by reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Feb. 10 11:00 A.M.	PRESS PREVIEW: SUMMER COLLECTION Trade Feb. 14, 15, 21 at 11:00 A.M. By invitation and reservation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 10 2:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview of Rembrandt's Summer collection. By invitation. Thereafter, Feb. 13, 14, 15, 16 at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR



—READY-TO-WEAR TIME TABLE, FEB. 10 - FEB. 15 ("O" REFERS TO OPENING, "P" PREVIEW)—  
 For more details, refer to specific listings in current and previous issues.

<u>FRIDAY, FEB. 10</u>	<u>MONDAY, FEB. 13</u>	<u>TUESDAY, FEB. 14</u>	<u>WEDNESDAY, FEB. 15</u>
9:30 Adele Simpson(P)		Cameo Evening; Five Thirty P.M Harold Levine Nathan & Strong Modern Couture	Cameo Evening; Five Thirty P.M. Harold Levine Nathan & Strong
10:00		Adele Simpson David Hart	Adele Simpson David Hart
10:30	Leonard Arkin	Leonard Arkin Seymour Jacobson Herbert Sondheim Edward Abbott-- Wilson Folmar Lloyd Weill David Crystal Jane Derby Rudolf Gowns	Leonard Arkin Seymour Jacobson Herbert Sondheim Edward Abbott-- Wilson Folmar Lloyd Weill David Crystal
	David Crystal		
11:00 Wragge(P)		Wragge N.S. Juniors	Wragge N.S. Juniors
11:30 Mignon	Mignon Andrew Arkin Gross-Sidney	Andrew Arkin Gross-Sidney Abe Schrader	Mignon Andrew Arkin Gross-Sidney Abe Schrader
12:00 Estevez	Estevez Lee Claire	Estevez Lee Claire Countess Alexander Mollie Parnis Alison	Estevez Lee Claire Countess Alexander Mollie Parnis Paul Blumenstein
12:30		Frank Starr(O)	
1:00	Teal Traina	Teal Traina Jr. Sophisticates Hannah Troy Talmack(O) Harvey Berin	Teal Traina Jr. Sophisticates Hannah Troy Harvey Berin
	Harvey Berin		
1:15	Nat Kaplan		Nat Kaplan Frank Starr
1:30		Highlight	Highlight
2:00	Mam'selle	Mam'selle	Mam'selle
2:15	Paul Parnes		Paul Parnes

(continued on following page)



READY-TO-WEAR TIME TABLE (continued from preceding page)

<u>FRIDAY, FEB. 10</u>	<u>MONDAY, FEB. 13</u>	<u>TUESDAY, FEB. 14</u>	<u>WEDNESDAY, FEB. 15</u>
2:30 Rembrandt(0) Ceil Chapman Tina Leser	Rembrandt  Tina Leser Branell Jamison Hayette(Juniors)	Rembrandt Ceil Chapman Tina Leser Branell Jamison Hayette(Juniors) Ira Rentner Maurice Rentner Larry Aldrich Martini Designed; Miss Martini	Rembrandt Ceil Chapman Tina Leser Branell Jamison Hayette(Juniors) Ira Rentner Maurice Rentner Larry Aldrich Trigere
3:00	Anne Fogarty-- "Special Editions"		Anne Fogarty-- "Special Editions"
4:00	Harmay Junior Accent	Townley Samuel Winston	Harmay Townley Samuel Winston
5:00		Arnold & Fox	

Feb. 13 GIMBELS' RELEASE DATE--Spring collection of shoes. (Preview Feb. 9--page 8.)

Feb. 13 MACY'S RELEASE DATE--Made-in-Europe fashions. (No Show.)

Monday PRESS PREVIEW OF THE TAILORED WOMAN YOUNG THIRD FLOOR  
Feb. 13 BRIDAL FASHIONS  
10:00 A.M. Press preview of wedding gowns and fashions for bridesmaids. By invita-  
Coffee tion. Customer show at 5:45 P.M. Publ.: Belle Irene Gillis, MU. 8-6800.

Beginning OPENING OF SUMMER STEPHAN LTD. BY 530 SEVENTH AVENUE  
Monday COLLECTION SCHRADER SCHRADER - 3RD FLOOR  
Feb. 13 Continuous showings of Stephan Ltd.'s Summer collection. Contact: Betty  
Yarmon, IO. 4-9194.

Feb. 14 OHRBACH'S RELEASE DATE--Made-In-France dresses. (No Show.)

Tuesday PRESS PREVIEW: BEST & CO. 13th FLOOR  
Feb. 14 BRANELL SPRING FASHIONS LOUNGE  
9:30 A.M. Best will present the Branell Spring collection to the press. By invi-  
Breakfast tation. Publicity: Anne Harmon, PL. 9-2000.

Tuesday OPENING OF SUMMER FRANK STARR, INC. 530 SEVENTH AVENUE  
Feb. 14 COLLECTION SHOWROOM - 19TH FLOOR  
12:30 P.M. Frank Starr's Summer collection, showing at 1:15 P.M. Luncheon will be  
Luncheon served on Tues., Feb. 14 only, by reservation. Also, showing Feb. 15, 21,  
23 at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.

Tuesday OPENING OF SUMMER TALMACK, INC. 530 SEVENTH AVENUE  
Feb. 14 DRESS COLLECTION SHOWROOM - 5TH FLOOR  
1:00 P.M. Summer dresses and costumes, designed by John Moore, at 1:00 P.M.  
Feb. 14, 16, 20. Contact: Jo MacLeod, BR. 9-1195.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 14 3:00 P.M. Champagne	PREVIEW: FALL SWEATERS AND COORDINATES "The Wonderful World of Wondermere"--Renart's Fall collection of sweaters; also premiere showing of coordinates. By invitation. Continuous thereafter. Publicity: Judith Hall at Diamond-Barnett, MU. 2-7025.	RENART SPORTSWEAR CORP.	1410 BROADWAY SHOWROOM - 21ST FLOOR
Beginning Tuesday Feb. 14	OPENING: SUMMER COUTURE COLLECTION Showing of daytime and evening Summer couture collection, designed by Angela. By appointment. Contact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	40 WEST 57TH STREET SALON - 3RD FLOOR
Beginning Tuesday Feb. 14	OPENING: SUMMER COUTURE FASHIONS Mary Black's daytime and evening Summer couture collection, daily from 9:00 A.M. to 5:00 P.M. By appointment. Contact: Dorothy Smith, PL.8-2014.	MARY BLACK OF LONDON	41 WEST 57TH STREET SALON - 8TH FLOOR
Wednesday Feb. 15 9:30 A.M.	PRESS PREVIEW OF FALL 1961 FABRICS For press and fashion coordinators, showing display and garments in Fall 1961 fabrics; also Feb. 16 at 4:00 P.M., Feb. 17 at 2:30 P.M. For manu- facturers and designers, Feb. 8 and 13 at 4:00 P.M.; Feb. 9 and 14 at 9:30 A.M. Refreshments will be served half hour before showings. (Note Change of Hours.) By admission card only. Contact: Julie Buddy, Fashion Director, OX. 5-1200.	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Feb. 15 4:00 P.M.	PREVIEW BY CARVEN AND VIRGINIE OF PARIS Preview of Spring fashions by Carven and Virginie of Paris. By invita- tion. (Release date--Friday, Feb. 17.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
Thursday Feb. 16 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING SHOES Preview for press of Spring shoe collection at opening of new salon. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	STREET FLOOR
Thursday Feb. 16 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Showing of Spring fashions, available at Lord & Taylor. Press by invita- tion. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 16 1:15 P.M.	OPENING: SUMMER COLLECTION Showings Feb. 16, 17, 21, 23 at 1:15 P.M. (Note Change of Date.) By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson, CI. 5-8980.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 16 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: SWEATERS & KNITS BY GIVENCHY Talbott Knitting Mills will present their Fall collection of Givenchy sweaters and a new group of knit dresses, suits and coats. Show at 4:30. By invitation. Publicity: Ruth Hammer Assoc., 2 W. 59 St., EL. 5-7872.	TALBOTT KNITTING MILLS (1407 BROADWAY)	SHERATON EAST HOTEL TRIAXON ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 17 12:00 Noon Luncheon	SPORTSWEAR FASHIONS AT LUNCHEON SHOW "American Sportswear, 1961"--Fashion Group luncheon. Speaker: Vincent Draddy of David Crystal.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA) Co-chairmen: Jo Ahern Zill; Betty Dorso.	HOTEL ASTOR BALLROOM
Feb. 20	FLORENCE PICTURE RELEASE DATE.		
Thursday Feb. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING MILLINERY Don Marshall's Spring millinery collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept"., PL. 9-3000.	DON MARSHALL, INC. (18 EAST 53RD STREET)	HOTEL PLAZA PERSIAN ROOM
Friday Feb. 24 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf will preview their custom-order collectinn, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Feb. 28	PARIS PICTURE RELEASE DATE (Feb. 21 Delivery Date for Models.)		
Tuesday Feb. 28 2:30 P.M.	WORKSHOP: SHOES, FASHIONS & FACTS Workshop presentation including costume ensembles, fabrics, shoes and colors for Fall 1961. Admission limited to advance registration. Tickets: \$5.00. Contact: Nat'l Shoe Retailers Association, MU. 6-7520.	NAT'L SHOE RETAILERS; COLOR ASSOCIATION	HOTEL PLAZA BALLROOM
Thursday March 2 12:30 P.M. Luncheon	EUROPEAN READY-TO- WEAR AT LUNCHEON SHOW Macy's "made-in" collection of ready-to-wear from Europe during luncheon. (Release date, Fri., Feb. 13.) Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Monday March 6 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 7 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Spring collection to the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday March 7 1:00 P.M. Luncheon	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. (For release, Fri., March 10.) Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday March 8 3:00 P.M.	OPENING: SPRING CUSTOM-ORDER COLLECTION Chez Ninon will present their Spring custom-order collection of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON



# 1962

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